

cc: Judy  
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Bill AS WFO

**TO:** R. A. Mittica  
Pittsburgh ROU

**FROM:** S. G. Reid  
Sales Planning

**DATE:** January 15, 1997

**SUBJECT:** DORAL Box 100s Direct Account Fact Sheet

As per our conversation, attached is a fact sheet for direct accounts. A complete fact book will be completed and e-mailed to your ROU the week of January 20.

Please call me at extension #2584 or Sharon Peterson at extension #2858 if you have questions

sgr

Attachment

c: C. M. Davis  
D. P. Fitzgerald  
D. L. Bomgardner  
D. H. Smitherman - Customer Services  
S. E. Peterson

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## DORAL Box 100

### Direct Account Fact Sheet

### Pittsburgh Region

Two DORAL brand line extension, DORAL Full Flavor Box 100s and DORAL Light Box 100s will be made available in your market for order on 1/27/97 and first ship date on 1/28/97.

DORAL Box 100s styles provide a cork tip Full Flavor Box 100s and Light Box 100s product that will appeal to adult smokers of Savings Box 100s styles in your market.

#### ORDERING:

First order date for product is 1/27/97.

#### PRICING:

DORAL Box 100s styles will only be available in 6M cases. List prices and terms will be the same as current styles of DORAL.

	<u>Carton</u>	<u>(6M) Case</u>	<u>List Price</u>
DORAL Full Flavor Box 100s	\$ 9.19	\$ 275.70	\$43.95/M
DORAL Light Box 100s	\$ 9.19	\$ 275.70	\$45.95/M

#### PRODUCT DIMENSIONS & WEIGHTS:

	<u>Length</u>	<u>Width</u>	<u>Height</u>	<u>Cube (ft.)</u>	<u>Weight</u>
<i>Full Flavor Box 100s</i>					
Pack	2.2188"	.9375"	3.9688"	0.004	1.067 oz.
Carton	11.125"	1.875"	4.0625"	0.041	11.47 oz.
6M Case	20.625"	11.6875"	11.6875"	1.630	22.0 lbs.
<i>Light Box 100s</i>					
Pack	2.2188"	.9375"	3.9688"	0.004	1.067 oz.
Carton	11.125"	1.875"	4.0625"	0.041	11.47 oz.
6M Case	20.625"	11.6875"	11.6875"	1.630	22.0 lbs.

#### UPC INFORMATION:

<u>Style</u>	<u>Pack</u>	<u>Carton</u>	<u>6M Case</u>
Full Flavor Box 100s	12300 22079	12300 22080	12300 22081
Light Box 100s	12300 22082	12300 22083	12300 22084

sgn/MS:ced  
1/15/97

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